

Table 3-2
Summary Of Highway 101 Corridor Options
Alternative Measures/Strategies

| WORKSHOP GROUP NUMBER | | | | | | |
|--|--|---|---|---|---|-----|
| ALTERNATIVE MEASURES BY TECHNICAL AREA | | 1 | 2 | 3 | 4 | 5 6 |
| TRANSIT-RELATED | | | | | | |
| ▪ | Expand or improve bus transit system..... | | X | | | X |
| ▪ | Improve quality of transit-marketing..... | | X | | | |
| ▪ | Design more transit services w/tourists' needs in mind (evening, weekends)..... | | X | | | X |
| ▪ | Expand downtown shuttle (coverage, frequency, intermodal connection)..... | | | | X | X |
| ▪ | Add express bus services..... | | | | X | |
| ▪ | Introduce light rail mode along coastal corridor and widen Southern Pacific right-of-way to operate a double track line | X | | | X | X |
| ▪ | Look at feasibility of extending commuter rail for inter-county travel (Ventura and San Luis Obispo) with weekday peak period and weekend trips provided to Goleta and Santa Barbara | | X | | X | |
| PEDESTRIAN/BIKE MODES | | | | | | |
| ▪ | Improve safety of pedestrian trips and plan roadways/streetscape for their needs..... | | X | | X | X |
| ▪ | Plan for better intermodal connections..... | | | | X | |
| ▪ | Encourage bicycling and provide for continuous bike lanes with premium amenities...X | X | X | | X | X |
| HOV INCENTIVES/SOV BARRIERS | | | | | | |
| ▪ | Create tourist-friendly car-free zones..... | | X | | | |
| ▪ | Educate/promotion techniques to change travel habits of SOV users | | | X | X | |
| ▪ | Charge for SOV parking (disincentives)..... | | X | | X | X |

Table 3-2 (Continued)
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| WORKSHOP GROUP NUMBER | | | | | | |
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| RIDESHARING PROMOTION | | | | | | |
| ▪ Start new employer-based vanpools..... | X | | | | | |
| ▪ Facilitate private vanpool formation | X | | | | | |
| ▪ Encourage telecommuting | X | X | | X | | X |
| ▪ Promote flextime..... | | | | X | | |
| FREEWAY DESIGN/ENHANCED OPERATIONS | | | | | | |
| ▪ Install ramp metering..... | | | | X | | |
| ▪ Create Freeway HOV Lanes..... | | | | X | | |
| ▪ Close off selected ramps | | X | | | | |
| ▪ Design an IVHS system (along 101)..... | X | | | | | |
| ▪ Levy tolls on 101 (for non-HOV's) | X | | X | | | |

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| OTHER OPTIONS/IDEAS | | | | | | |
| More Flexible Services | | | | | | |
| ▪ Deploy better, more comprehensive dial-a-ride/shuttle vehicles to supplement transit buses..... | | X | | | | |
| Regional Travel Solutions | | | | | | |
| ▪ Improve intergovernment coordination along full length of 101 corridor | | | | X | X | X |
| Lessons from Other Southern California Locations | | | | | | |
| ▪ Look at trends in HOV/Ridesharing and Transit Success or Results..... | | | | | X | |
| Private Sector Participation | | | | | | |
| ▪ Increase role of private sector in transit and ridesharing programs..... | | | | | | X |
| Multi-Modal Solutions | | | | | | |
| ▪ Plan and design for better, safer, more convenient intermodal transfer facilities..... | | | | X | | |
| Water-borne Opportunities | | | | | | |
| ▪ Look at potential for hover-craft services from the waterfront..... | | | | | | X |
| Land Use Policies | | | | | | |
| ▪ Encourage mixed-use development..... | | X | | | | |